

To: 2200 - Atlanta Region, 2210 - Atlanta ROU, Ahiabuike, Anthony E., Darcy, Joe F.,  
 Mirabal, Lawrence, Shaw, Rusty R., Beasley, Scott A., Bothe, James M., Roll, Linda,  
 Williams, Donald J., Piscitelli, J, 2100 - Winston-Salem Region,  
 2110 - Winston-Salem ROU, 1710 - Pittsburgh ROU, Forrey, Linda, Huff, C, Moulton, G,  
 Duszynski, R, Thomas, E F., Deese, David, Barney, Kevin, Tanchyk, R, Fricke, R H.,  
 Zecca, Anthony, Schwalm, S, Burrows, Robert, Sirianni, Suzanne M., Barrett, Susan D.,  
 Letourne, Paul, 1110 - Boston ROU(PROVENL), Dicioero, John P., Santiago, Julio R.,  
 Leonard, Michal K., Wolking, W, Borjeson, John, Payne, Jennifer, Jackson, A,  
 Smith, Richard A., Jurgensen, Kurt T., Feltman, John P., Brandt, Kevin E.,  
 Leonard, John M., Kight, Earl, Ferencak, Cynthia L., Kavanagh, John P.,  
 Gambardella, Mark R., Norris, Chuck H., Figueroa, David A., Agner, Edward,  
 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICA),  
 Eckardt, Diane C., Krumlauf, Phillip K., Klein, John F.,  
 1300 - Philadelphia Region (HAYESJ4), 1310 - Philadelphia ROU (METZG),  
 2310 - S. Florida ROU (FINKLEP), 2300 - S. Florida Region (SMITHJ5),  
 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), Alese, Louann F.,  
 Roth, Kari L.  
 DDA:MSMAIL=RJRWS/RJRPO9/NEWTOND; O=RJREM; P=WSX400; A=RJR; C=US

From: Kuruc, Nick  
 Posted: 11/4/97 6:49  
 Opened: 11/5/97 9:24  
 Subject: Updated Promotional Calendar

RE: Amerada Hess Corporation  
 Hess Mart 0353-03-01 thorough 08  
 Hes Co-Op 0353-02-01 thorough 08

Subject: Updated Promotinal Calendar

| Sales |                  | Retail |                                    |
|-------|------------------|--------|------------------------------------|
| 1221  |                  | 1222   | 24, 26, 28                         |
| 1222  | 1                | 1223   | 20, 21, 22, 23, 25, 26, 27, 28, 30 |
| 1223  | 2, 3, 4, 6, 7, 8 | 1224   | 22, 24, 26, 27, 28                 |
| 1224  | 5                | 1229   |                                    |
| 1225  |                  | ROM    |                                    |
| 1226  |                  | PC     | SC                                 |
| 1229  |                  | MC     | PA                                 |
| 1240  |                  |        |                                    |
| 1244  |                  | RSM    | RBM                                |

51850 5941

# Amerada Hess Corporation (Chain ID's 0353-02-01to 08 and 0353-03-01to 08)

## RJR 4th Quarter 1997 Promotion Calendar

Updated 11/5/97

| September  | October  | November   | December   |
|--|--|--|--|
| <b>Start Date</b><br><b>End Date</b><br><b>GAME WINSTON SALE</b><br><b>500 PERCENT OFF ON 100% Buy Back</b>                        | <b>Start Date</b><br><b>End Date</b><br><b>GAME WINSTON SALE</b><br><b>500 PERCENT OFF ON 100% Buy Back</b>                        | <b>Start Date</b><br><b>End Date</b><br><b>GAME WINSTON SALE</b><br><b>500 PERCENT OFF ON 100% Buy Back</b>                        | <b>Start Date</b><br><b>End Date</b><br><b>GAME WINSTON SALE</b><br><b>500 PERCENT OFF ON 100% Buy Back</b>                        |
| <b>Temp. Display Approved</b><br><b>DIGITAL BUY 2 PACKS OF 100% Buy Back</b><br><b>WINSTON BUY 2 PACKS OF 100% Buy Back</b>        | <b>Temp. Display Approved</b><br><b>WINSTON BUY 2 PACKS OF 100% Buy Back</b><br><b>GAME BUY 2 PACKS OF 100% Buy Back</b>           | <b>Temp. Display Approved</b><br><b>GAME BUY 2 PACKS OF 100% Buy Back</b><br><b>WINSTON BUY 2 PACKS OF 100% Buy Back</b>           | <b>Temp. Display Approved</b><br><b>WINSTON BUY 2 PACKS OF 100% Buy Back</b><br><b>GAME BUY 2 PACKS OF 100% Buy Back</b>           |
| <b>Start Date</b><br><b>End Date</b><br><b>DIGITAL BUY 2 PACKS OF 100% Buy Back</b><br><b>WINSTON BUY 2 PACKS OF 100% Buy Back</b> | <b>Start Date</b><br><b>End Date</b><br><b>DIGITAL BUY 2 PACKS OF 100% Buy Back</b><br><b>WINSTON BUY 2 PACKS OF 100% Buy Back</b> | <b>Start Date</b><br><b>End Date</b><br><b>DIGITAL BUY 2 PACKS OF 100% Buy Back</b><br><b>WINSTON BUY 2 PACKS OF 100% Buy Back</b> | <b>Start Date</b><br><b>End Date</b><br><b>DIGITAL BUY 2 PACKS OF 100% Buy Back</b><br><b>WINSTON BUY 2 PACKS OF 100% Buy Back</b> |
| <b>Start Date</b><br><b>End Date</b><br><b>DIGITAL BUY 2 PACKS OF 100% Buy Back</b><br><b>WINSTON BUY 2 PACKS OF 100% Buy Back</b> | <b>Start Date</b><br><b>End Date</b><br><b>DIGITAL BUY 2 PACKS OF 100% Buy Back</b><br><b>WINSTON BUY 2 PACKS OF 100% Buy Back</b> | <b>Start Date</b><br><b>End Date</b><br><b>DIGITAL BUY 2 PACKS OF 100% Buy Back</b><br><b>WINSTON BUY 2 PACKS OF 100% Buy Back</b> | <b>Start Date</b><br><b>End Date</b><br><b>DIGITAL BUY 2 PACKS OF 100% Buy Back</b><br><b>WINSTON BUY 2 PACKS OF 100% Buy Back</b> |

RJR Manager  
Voice Mail #

Retailer C. Iszard

Date

5-Nov-97

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HESS974.XLS

11/5/97